

# THE OVERSEAS PRESS BULLETIN

WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA

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January 18, 1964

## Senator Javits to Speak At Wednesday Luncheon

New York's Senator Jacob K. Javits comes to the Club next week as its Wednesday Luncheon speaker.

Javits is leader of the liberal minority of the Republican Party and is known as the party's best vote-getter in the state. Long associated with legislation for civil rights and other liberal causes, the Senator is co-author of a medical care for the aged bill now before the Senate.



Sen. Javits

Before election to the Senate in 1956, Javits was a member of the House of Representatives and also served as New York's Attorney-General.

The Senator, a backer of Gov. Nelson Rockefeller, is expected to play a key part in liberal-conservative conflict in his party which will be climaxed at the San Francisco convention this summer.



PANAMA ROUT: Wielding fixed bayonets and wearing gas masks, U.S. troops are shown routing a group of Panamanians from the Canal Zone after they crossed the border to plant Panamanian flags.

(AP Wirephoto)

## Newsmen Hindered By U.S. Identity In Panama Crisis

The anti-American hysteria of Panamanians in the Canal Zone flag-raising crisis last week complicated matters for U.S. newsmen covering the story, though it didn't keep them from doing their job.

Many reporters took to foot on the Panama side when a transportation strike directed at Americans made it impossible to get across the border to the Canal Zone any other way. NBC's Richard Valeriani was refused cab service by a driver fearful that his car would be stoned or overturned. Reporting back to his *Newsweek* office, Bruce van Voorst said that it cost \$300 a day to get a cab on the Panama City side; the Hertz car rental agency there refused to let cars to Americans because they had lost two — presumably burned by rioters.

"Everyone was trying not to be an American," van Voorst said. Foreign newsmen were sure to carry their identification cards to avoid being mistaken for U.S. reporters.

UPI's reporters, Matt Kenny and Carlos Villarborda, said newsmen received occasional threats from ex-citizens on the streets.

In a rare instance of cooperation in spite of the conflict, early films of the crisis were delivered to CBS News personally by Panama's ambassador, Aquilino Boyd. He was on his way to New York to lambast the U.S. in the United Nations.

Most media sent in their Washington or Miami correspondents to the scene to complement regular staff or stringers. The *New York Times'* Henry Raymond accompanied the OAS Commission on its flight from Washington. The *Times* also dispatched Latin American specialists Paul Kennedy from Mexico City and Richard Eder from

(Cont'd on page 5)

## DECEMBER ANOTHER MONTH IN BLACK FOR OPC

The OPC operated in the black in December for the third consecutive month. Unaudited figures show an estimated profit for the month of \$700, Treasurer *Matthew Huttner* reported, in comparison with a profit of \$259 in December, 1962.

However, for the current fiscal year the Club is still very much in the red. According to audited figures, the OPC showed a net loss of \$25,586 for the seven-month period ended Nov. 30, 1963, in comparison with a net loss of \$41,059 in the same period of the previous fiscal year. The Club's fiscal year ends on April 30.

Huttner attributed the greater December profit to increased patronage of the OPC's eating facilities and greater beverage consumption as well as to a greater profit margin on food and bar sales. In addition, the *Bulletin*, which loses money when advertising revenues are inadequate, published one issue less during the month.

A significant increase in income from dues can be credited with the sizeable reduction in the OPC's net loss for the first seven months of the current fiscal year. Too, it is worth noting that these results have been achieved without reflecting the success of the current membership drive.



## WORLD-WIDE TICKER

### PANAMA..... CREDE CALHOUN

**Dr. Carl W. Ackerman**, Dean Emeritus of the Columbia University Graduate School of Journalism, arrived here from New York by jet, soon after he chairmanned the Board of Judges that awarded the 1963 Sherman Fairchild International Air Safety Writing Award to Robert J. Serling, Aviation Editor of the United Press International.

Dean Ackerman brought fishing tackle with him and may spend the rest of the winter in Panama.

Herman Stein has joined the staff of the USIS here as Press Officer, following a tour of duty in Bonn. He replaced Edward Fogler, who was transferred to San Jose, Costa Rica, as Director of USIS there.

**Jack Fendell**, King Features, has come here from San Jose on a business visit.

**Ruby Phillips**, Latin American Correspondent for Newsday has set up headquarters here but expects to do a lot of traveling on her job.

**Ralph Skinner**, Christian Science Monitor, has signed up for the OPC European tour for himself and wife.

### CAIRO..... from JIM PICTON

With Chinese Premier Chou En Lai hardly over the horizon, President Nasser informed us to begin girding our loins for another onslaught of the world press for the Arab Summit Conference this month. To make things all the more interesting for someone trying to plan a skiing vacation in the Alps, rumors keep coming up that Mr. Khrushchev will not be coming here in May and probably not before the Summit Conference, but very likely just after it.

Khrushchev's impending visit is really one of the big puzzles of the year. It was originally planned for January and was then pushed back to May when other African leaders will be here. Now there are strong rumors that he will be here in late January. But to make it difficult, Russian correspondents here are still holding out the May date.

Chou brought in a large contingent of pressmen including many OPCers. These included: ABC's **Bill Sheehan**, **Jim Godfrey** and **Adrian Klein** from London, NBC's **Frank Bourgholtzer** from Paris, Time's **George De Carvalho** and Newsweek's **Joe Morris** from Beirut, the LA Times' **Bob Hartmann** from Rome and an assortment of others.

For the Arab Summit, ABC is sending **Sid Lazard** as well as Godfrey and Klein on the cameras again. According to Kamal Bakr and Shafeek Bar at the Foreign Correspondents Office (two men all visitors should contact on arrival), there will be 200 visiting pressmen here for the Summit.

Room space is exceedingly tight! The Nile Hilton has been taken over for official delegations and the Hilton has commandeered almost every room in the already tourist-crowded city. Anyone planning to come should cable the Information Department here immediately if he hasn't already done so.

### VIENNA..... from F. H. BAER

Nearly half of the 148 voting members of the Foreign Press Association of Austria gathered for the second half of its 18th annual meeting last month. The death of President John F. Kennedy, observed in an atmosphere of shocked silence, had caused immediate adjournment of the Nov. 22 meeting.

Elections took place after outgoing president **Ritchie McEwen** (Sunday Times, London) and Secretary General **Wolfram Koehler** (Die Welt, Hamburg) delivered their reports on activities and the \$4,500 budget.

New officers elected are: President **Dr. Wolfram Koehler** (Die Welt, W. Germany), Vice President **Anneliese Schulz** (Daily Telegraph, London), Secretary General **Henri Kohler** (Agence France Presse, Paris). Elected governors include: **Valentin Umnov** (Tass, Moscow); **Alexander Kucherov** (U.S. News & World Report); **Stefan Deszu** (Agerpress, Rumania); **Rune Stroem** (Swedish Radio, Stockholm) and **Tito Sansa** (La Stampa, Italy). Deputies are **Jean E. Kieffer** (Tages-Anzeiger, Zurich) and **Edwin Beilby-Brook** (The Statesman, New Delhi). Internal auditors: **Hans Rambousek** (Vereinigte Wirtschaftsdienste, Frankfurt) and **Walter H. Schwarz** (Linie, Cologne).

Newest addition to the Foreign Press Association here is **Ernest Conine**, formerly head of McGraw-Hill's Moscow Bureau, now reporting jointly for the Los Angeles Times and the Washington Post.

### TOKYO.. from NORMAN SKLAREWITZ

Correspondents continue to find this town's international airport more familiar than their own hearths as news is made everywhere else in Asia but in the backyard. Year-end TV shows sent **Pete Kalischer**, CBS, and **John Rich**, back to the Hudson River suburb of Tokyo.

In from Viet Nam after turning in a color cover and three page inside spread for Life magazine is free-lance lensman

(Cont'd on page 6)

# BRITAIN BEGINS WITH BOAC



This winter, BOAC has more flights to Britain from New York than any other airline. BOAC's Rolls-Royce 707 fan-jets also fly you direct to Britain from Boston, Washington, D.C., Chicago, Detroit, San Francisco and Honolulu. And only BOAC flies to all three—London, Manchester and Glasgow.

From London, BOAC/BEA have 275 flights a week to the Continent. Wherever you fly by BOAC, you'll enjoy our traditionally superb Cabin service. For reservations, see your Travel Agent, or call BOAC.

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# Halberstam Hits U.S., Diem Officials For Interfering in Viet Nam Coverage

David Halberstam, the *New York Times* correspondent whose reporting from Viet Nam provoked controversy, told the OPC last week that U.S. authorities hindered newsmen in Viet Nam while the Diem regime was harassing the press corps there.

Halberstam made his charges to an audience of 100 at the Wednesday Luncheon, where he shared the platform with Irene Corbally Kuhn, King Features syndicate writer just back from a tour of Tokyo, Taiwan and Hong Kong.

News men were given conflicting or misleading reports by U.S. military and government representatives, Halberstam asserted, and usually got no more than "no comment" in answer to queries.

The *Times* man accused U.S. officials of withdrawing behind the screen of security and constantly investigating news sources. This behavior, he said, resulted in a break between the American mission and reporters that was mended only after the arrival of Ambassador Henry Cabot Lodge.

Harassment by the Diem regime toward the press dated back at least as far as October, 1961, when Ngo Dinh Diem had unequivocal U.S. backing. "My papers were rifled regularly, the phone bugged so badly that at times normal conversation was impossible," he said. In addition, Halberstam

was one of three newsmen attacked by government police while covering a Buddhist suicide.

Commenting on the charges that he was "too young" or "too inexperienced" to grasp the significance of events in Viet Nam, the 29-year-old correspondent pointed out that his predecessor, Homer Bigart, had been criticized for being "too old" for reporting the same type of news. Halberstam emphasized that the press remained consistent in its reporting and could not reconcile facts as it saw them with government-distributed information.

Mrs. Kuhn described the rejuvenation of Taiwan that she discovered on her recent Asian tour.

The people of the island live in an atmosphere of hope, she said, and they talk about when, not if, they will return to the Chinese mainland. Agricultural, economic and political reforms have instilled new life into the island.

The OPC founder-member urged unqualified U.S. support for the Nationalist government there and the island she calls her "second home".



LUNCHEON SPEAKERS: David Halberstam, *New York Times*, and Irene Corbally Kuhn, King Features, pose before talks at Wednesday luncheon.

## Calendar

**NOTICE:** All reservations will be charged to members' accounts unless cancelled in writing 24 hours prior to function.

**Wed., Jan. 22 – Wednesday Buffet, Entertainment features basso Tibor Herdan. Time: 7-9 p.m.**

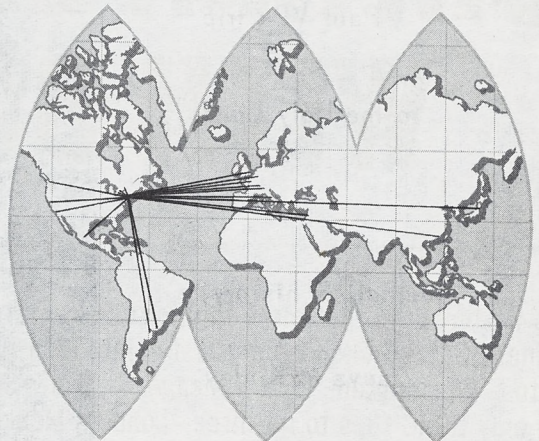
**Wed., Jan. 22 – Wednesday Luncheon Speaker: Republican Senator Jacob K. Javits of New York.**

**Fri., Jan. 24 – Bistro International Night. "Sing Along with Sorrento". Cocktails, 6:30 p.m. Dinner follows. \$2.50**

**Tues., Jan. 28 – Book Night, with David Ogilvy, author of "Confessions of an Advertising Man". Cocktails, 6:30. Dinner 7:30 p.m.**

**Wed., Jan. 29 – Wednesday Luncheon, with Paul H. Nitze, newly-appointed Secretary of the Navy.**

**Mon., Feb. 10 – Recital, with baritone George Hoffmann, accompanied by composer-pianist Sam Morgenstern. Time: 8:30 p.m.**



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# OLD HANDS FIND NEW CHALLENGE IN COVERING POPE

Webb McKinley, *Chief of Middle East Services for the Associated Press (and a Bulletin correspondent)*, writes about the history-making journey of Pope Paul VI to the Holy Land. The article is reprinted from the Jan. 11 issue of Editor & Publisher.

By WEBB MCKINLEY

*Chief of Middle East Services, AP*

BEIRUT — The pilgrimage of Pope Paul VI to the Holy Land will probably become a short but very poignant chapter in the history of journalism.

About 1,500 newsmen crammed into the small states of Jordan and Israel to cover those hectic three days. Men who had followed Khrushchev across America and Kennedy to Europe agreed they had never experienced anything like it.

When it was over, you could see reporters, gray-faced with fatigue, looking stunned in the hotel lobbies, mopping their brows and saying, "this one beats them all."

Part of it was the high speed schedule. News organizations trying to keep a running coverage of the Pope's travels found themselves leap-frogging reporters and photographers in a kind of planned frenzy.

Part of it was the security — and its breakdown. It was impossible, many times, to keep the Pope in view. When he entered Jerusalem, the mob scenes at Damascus Gate leading into the old walled city put some of the coolest heads in the business into a state nearing shock.

One reporter, posted near the gate with a field telephone, looked wildly for the Pope in the crush for 10 minutes before discovering he was 30 feet away, pinned in his limousine by the press of the throng.

Along the Via Dolorosa while the Pope followed the steps of Christ to Calvary reporters and photographers were battered and bruised by the crowd and frantic police.

But the big reason for the toughness and peculiar complexity of the story was communications, involving coverage of the Pope in two countries still theoretically at war, with normally sealed borders.

When the Pope announced on Dec. 4 that he would make the pilgrimage, only one month from that date, Jordan's communication with the outside world consisted of: one Morse telegraph circuit, one parttime voice circuit, and a few on-again-off-again telephone lines to Damascus and Beirut. There was one radiophoto transmitter in Amman, located in a broken down bus. There were three telephone lines from Bethlehem to Jerusalem, and there were eight lines from Jerusalem to Amman.

## Help from Britain

Only three days before the Pope arrived, Hal Buell of AP received a cable asking him to call Al Resch, executive

Paul VI's trip  
to the Holy Land  
made  
journalism history,  
says McKinley



PILGRIMAGE: Pope Paul VI leaves grotto inside Church of the Nativity in Bethlehem, where Christ was born. (AP photo)



news-photo editor in New York. At that moment a call buzzed on the hotel switchboard and the operator began shouting desperately, "hello. . . hello. . . ." Ten minutes later he got the call through. Was that New York? He was asked. No, he said hoarsely, "that was Jericho."

It seemed impossible that Jordan accomplished so much in so little time to meet the challenge.

Cables and Wireless Ltd., which has had the concession for overseas communications from Jordan, was called to the rescue. The British firm flew telecommunications equipment and 40 operators and engineers. One man came from Hong Kong. By Jan. 3, the day before the Pope arrived, Jordan's external communications had grown to six high speed Morse telegraph circuits and five voice circuits, two of which were reserved for radio-photos. AP test pictures were the first radiophotos ever transmitted from Jerusalem.

#### Long Way Around

Until almost the last minute, however the border crossing between Jordan and Israel remained an unsolved problem. Normally only diplomats and United Nations personnel can go back and forth. Tourists are permitted one-way crossings.

During December newsmen responsible for planning coverage in both Jordan and Israel had to travel nearly 500 miles to get from one side of Jerusalem to the other. The route was from Jerusalem to Beirut to Cyprus to Jerusalem. After a full day's travelling, they found themselves 300 yards from where they started.

"If I had a megaphone I probably could have gotten a message across the easy way," one commented.

Finally, on Jan. 2, Jordan took the extraordinary step of allowing journalists with Jordanian credentials virtually unrestricted crossings through the Mandel-Gate between the two sides of the Holy City.

This not only made for better coordination — it enabled some of the Jordan side of the story to be transmitted from Israel, whose communications were considerably more advanced.

#### Remote Control Cameras

In Jordan special telephone lines were installed at key points such as a roof overlooking Manger Square in Bethlehem, to the temporary news-room in the Jerusalem Post Office.

In the Via Dolorosa remote control cameras were set at fixed positions to deliver low angle pictures of the Pope passing by.

Picture circuits melted in atmospheres at the wrong times. But the words and the pictures got out to the world, one way or another.

Looking back, it seems a near miracle that so much did work, and that little Jerusalem managed to accommodate so many.

## Ogilvy: Should There Always Be An Ad Man?

"Should advertising be abolished?"

That provocative question is one to which David Ogilvy will address himself when the author of "Confessions of an Advertising Man" appears at Book Night on Jan. 28.

The chairman of the Ogilvy Benson & Mather agency, whose book has been on best-seller lists for two months with sales of more than 50,000 copies, will deal with a number of topics covered in the book and subject himself to a panel including Joseph Kaselow, advertising columnist of the *Herald-Tribune*, and Frank Gibney, publisher of *Show*.

During Ogilvy's career, his clients have included a number of major corporations such as General Foods, International Paper, Lever Brothers, KLM, and Shell Oil. Perhaps he is best known for his "man-with-the-eye-patch" ads for Hathaway shirts.

## Bistro Night Offers Menu Of Italian Music, Cuisine

Neapolitan singer Anna Maria Mola and Sicilian dancer Salvatore Guida will lend an authentic touch to the "Sing Along with Sorrento" International Bistro Night next Friday.

Miss Mola, accompanied by Mario Jazzetti, will sing her native folk songs and some operatic selections. Guida's dance to 17th century music from the Comedia del Arte will be the first such performance in this country.

The Italian festival, beginning a new series of informal "come-for-fun" Bistro room parties, will be sparked with a European-style singalong. The Italian menu features either shrimp fra diablo or spaghetti and meatballs with wine, at an easy \$2.50.

Wine will be part of the 6:30 p.m. cocktail hour. Buffet dinner will be at 7:30 p.m.

## Panama Crisis

(Cont'd from page 1)

Bogota. The *New York Herald-Tribune's* Latin American reporter, Bernard Collier, was in New York when the news broke but flew to Panama and filed stories in the Trib's first editions after the story broke.

Miami-based newsmen who moved to the news area include Time-Life Miami Bureau Chief Ed Reingold, and AP's Theodore Ediger and Joe McGowan.

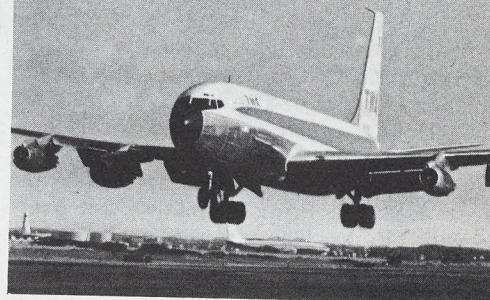
NBC's *Wilson Hall* and CBS's *Charles Kuralt* and *Dan Rather* interrupted a year-end trip to New Orleans to take on the Panama assignment.

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# THE OVERSEAS PRESS BULLETIN

The Overseas Press Bulletin is published weekly by the Overseas Press Club of America, Inc., for its members around the world. Requests for advertising information and all other communications should be addressed to Miss Sibby Christensen, The Overseas Press Bulletin, 54 W. 40th St., New York, N.Y. 10018. Tel.: LW 4-3500. Classified deadline: Mon. noon. Final deadline: Tues. noon.

Bulletin Committee Chairman:  
Lawrence F. Mihlon

Managing Editor: Sibby Christensen  
Editor This Week: Werner Renberg

## Letters

Editor, *Bulletin*:

Recently I had the pleasure of entertaining members of my family at dinner in the OPC dining room before going to theater nearby. The entire dinner was a distinct pleasure — courteous service, a well-appointed room with flowers on each table, and the charming New York view from the French windows out over Bryant Park. The dinner, roast beef, wine, cocktails, all at reasonable prices, was excellent.

What a disappointment then to note that there were only five others dining in the room at the same time we were. It's always a thing to inspire wonder, what New Yorkers will call chic. Being pushed into line, served warmed over food by indifferent waiters and pushed out again — this can be chic. But to take advantage of something easily at hand is apparently too simple to inspire the label.

May I propose, then, that as a source of revenue the Club consider opening the dining room to the general public at dinner? This being the case, I'm sure it would become ultra chic to dine at "a real press club" where ambiance was a part of the meal. In time we might be treated to the sight of Club members vying for the favors of a captain at a restaurant that until then they didn't know existed.

Ned Schnurman

### OPCers TAKE NOTE

When you're in the market for service or products, don't forget our faithful Bulletin advertisers.

## PRESIDENT'S COLUMN

The publishers, editors and presidents of communications companies who have given us the use of their names as sponsors of the 25th anniversary dinner in April is a who's who of Western publishing. These are some on the list:

Wes Gallagher, the general manager of the AP, Mims Thomason, president of UPI, Frank Stanton, president of CBS, Robert Kintner, president of NBC, Leonard Goldenson, president of ABC, William Randolph Hearst Jr. of the Hearst Corporation, Dean Ed Barrett of the Columbia graduate school of journalism, Henry Luce, editor in chief of *Time Inc.*, Turner Catledge, managing editor of the *New York Times* (chairman of the dinner), Ben Wright, president of *This Week* (co-chairman), Walter Thayer, president of the *New York Herald Tribune*, DeWitt Wallace, publisher of *Reader's Digest*, Richard Clarke, editor of the *New York Daily News*, Osborn Elliott, editor of *Newsweek*, Mark Ethridge, editor of *Newsday*, Vermont Royster, editor of the *Wall Street Journal*, Dorothy Schiff, publisher of the *New York Post*, Robert Sherrod, editor at large of the *Saturday Evening Post*, Richard D. Peters, editor of the *New York World Telegram*.

Some on the list have had a rule never to lend their names. We are grateful and delighted.

\* \* \* \* \*

The dinner is not the only project which is going well. *Time Inc.* which will do the *Dateline* for us has a staff of five working fulltime on the project now and will be up with a staff of fifteen. One of the finest cover artists in the business is being sought and the cream of our profession has been solicited for contributions. Half of those who have been invited already have telegraphed their okays. Art Buchwald will tell how fat the life of a correspondent can be. Horace Sutton will size up the overseas reporter as a globe-trotter. Ambassador Carl Rowan in Finland will tell how some of the trade go on to life in the diplomatic corps.

\* \* \* \* \*

Our famous bar clock which has to be read backwards through the mirror behind the bartenders is accompanied now by a new attraction, blow-ups of great front pages. Take a few minutes over your next drink to admire, or second-guess, how the *New York Herald* handled the slaying of the Emancipator (a one-column headline in column one: "Important. Assassination of President Lincoln"). Browse through the stories under these titles: "Conceded to Cleveland", *Plain Dealer*, 1884; "Battle ship Maine blown up in the Harbor of Havana", *San Francisco Chronicle* 1898; "President McKinley shot down, his condition critical", *Chicago Record-Herald*, 1912; "Titanic sinks in four hours after hitting iceberg", *New York Times*, 1912; "Lindbergh does it!", *N.Y. Times*, 1927; "Severe battle said raging...; Chinese forces stiffen resistance", *The China Press*, 1937; "Battleship sunk; Nazis and Italy declare war on America", *Journal-American*, 1941; "Paris est delivre", *L'Abbe*, 1944.

Barrett McGurn

## TICKER (Cont'd from page 2)

Jim Pickerell. Conrad Fink, AP, was in Korea for the inauguration of the civilian government, while free-lancer Bernard Krisher looked in on Okinawa in between Christmas and the New Year's.

UPI men were also bustling about in recent weeks. Arthur Higbee, UPI Asia Division News Editor in Tokyo, has returned to the United States for eight weeks vacation. Albert Kaff, former UPI bureau manager in Manila, is filling in for Higbee in Tokyo after spending some time in the states himself. Kim Willenson and Dan Southerland are the most recent additions to the UPI staff in Tokyo.

Among other recent Tokyo UPI travelers were Don Brydon to Korea, Robert Udick to Okinawa and Ernest Hoberecht to Viet Nam. Frank Tremaine, UPI vice-president, flew out from New

York for a quick business trip to Tokyo and Manila. Tremaine was UPI bureau manager in Honolulu when Pearl Harbor was attacked and became the first post-war bureau manager in Tokyo. Thomas Hair, UPI, Tokyo, flew to New York for the funeral of his brother.

A number of errant Christmas cards still straggling in suggests that there might be a good spot to indicate the correct address for the local Press Club. It's —

Foreign Correspondents Club  
Marunouchi, Chiyoda-ku  
Tokyo, Japan.

Cable address, incidently, is PRESS CLUB Tokyo. Old timers remember when No. 1 Shimbun Alley was addressed on that street no longer exists and the mailmen of the occupation era recall it means the haunt of the local press community.



## Placement

who have New York City

in April 1980 Space salesman for int'l Eng. lang. mag. in business-travel field, calling on int'l clients of blue-chip co's. For older individual wishing to broaden rep. list. Good commission. Should be able to net up to \$4,000 a year.

4-81 PR ass't, male or female, for PR agency, for general assignment work, publicity, media contact. To write under supervision. Starting salary: \$7,000.

4-82 Well-rounded PR pro to handle agency client co. Professional, imaginative, writer with good press contacts. Editorial & PR exp. required. Salary: \$12,000.

4-85 Managing ed. for suburban twice-weekly in NY metro area. Attention to deadlines, "deal-with-public" personality & news judgment more important than years of exp. or age. Salary: To \$7,500.

4-86 Young PR man with newspaper background to work on house organ and in press relations area for major transportation co. Facile writer, some knowledge make-up, of thorough ability to handle press inquiries. Salary: \$7,500.

4-87 Writer/PR man to become ass't PR acct. exec. for NYC agency. Gen'l trade press exp. required. Knowledge med. trade press helpful. Salary: \$7,500.

4-88 Wanted: Publicity director for NYC ad agency. To handle publicity for clients and agency itself. Some exp. in sports reporting helpful. Salary: \$10,000-12,000.

4-89 Facile & creative prod. publicity writer capable of producing top-quality copy on foods, beauty, interior decoration for women's newspaper pages, service mags. homemaker radio-TV programs. Editorial and/or PR exp. 5 yrs. or more; Home Ec. deg. most helpful. Salary: \$7,500-8,500.

4-90 Exec. Dir., int'l org., responsible for organizing, administering & directing program involving world-wide projects. Demonstrated capabilities in administration & PR. Salary: \$20,000. Write: P.O. Box 4567, Philadelphia, Pa.

New York State

4-83 PR man willing to relocate in Albany with State office. To handle speech and political writing, fiscal and general releases. Starting salary: \$8,500.

Tennessee

4-84 Publicity writer for atomic energy museum. Engineering or science background helpful, but writing is for lay audience, releases for papers, mags, etc.. Salary: \$9,600.

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4-39. Wanted: Writer with heavy background in health field. Med. Journ., med. org. or voluntary health agency exp. pfd. For large-scale non-comm'l med. professional relations program in Baltimore. Good salary & opportunity for advancement for person with administrative ability.

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## S.R.O. Crowd Turns Out To Preview 'Electra'

An S.R.O. audience greeted the new opera, "Mourning Becomes Electra", in its OPC preview Jan. 8. Members heard a rehearsal reading of Act II of the new work, composed by Marvin David Levy with a libretto by Henry Butler.

The opera was commissioned by the Metropolitan Opera under a Ford Foundation grant and is based on Eugene O'Neill's tragedy.

Metropolitan mezzo-soprano Mignon Dunn led the cast. Co-starring were tenor William Lewis, baritone John Reedon of City Center, and soprano Lynn Owen of the Central City (Colo.) Opera. Supporting singers were Maria Teresa Carillo and Millard Williams. Pianist Earl Wild was musical director for the performance.

M.D. Morris substituted as master-of-ceremonies for the ailing Jack Frummer, Music Committee chairman.

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## People & Places

**TRAVELING:** **Bob LaBlonde**, newly appointed advertising manager of Caltex Oil Corporation (he was formerly p.r. exec. of the firm) left this week on a business trip to Europe and Africa... **Martin Abramson** back from Hollywood after gathering material for a United Feature Syndicate series on "The New Moguls of Moviedom"... **Virginia and Richard Thomas**, on a U.S.S.R. junket, send greetings from Moscow. They plan to exit via the Balkans before taking a short vacation in Rome.

**NEW POSTS:** **Abner A. Layne**, who joined Construction Equipment and Materials Magazine as executive editor in 1963, has been named editor of the publication... **John L. Ellinger** appointed manager-sales manager of Radi WHAY in New Britain, Conn.

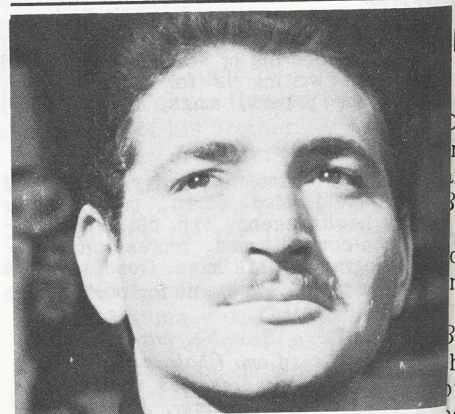
**AWARD:** Club v.p. **Lin Root** has been awarded a \$1000 research grant by the Philip M. Stern Fund for an article on the 1954 Bikini hydrogen bomb tests, to be published in the Saturday Review.

**HONORS:** OPCers **Christopher Emmet Louis I. Lochner** and **Norbert Muhle** were re-elected directors of the American Council on Germany at its annual meeting. Emmet is executive v.p. of the organization... Twentieth anniversary of Public Relations News and its editor and publisher, **Denny Griswold**, will be saluted at a Waldorf Astoria luncheon January 28 by the Publicity Club of New York.

**BOOK:** **Jack Harrison Pollock**'s forthcoming "Croiset the Clairvoyant," a biography dealing with Dutch extrasensory perception, will be published in True Magazine before its April Double issue publication.

**MARRIED:** **Barbara Wright**, of Dudley Anderson-Yutzy, and **Bob Dunne**, of Essex Research tied the knot January 3.

Betty E.



**BUFFET ENTERTAINER:** Hungarian Bob Tibor Herdan will sing a selection of classical and folk songs at the Wednesday Buffet this week.